SONY

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Registered in England.

SONY

# α100
# Digital SLR Camera




like.no.other™



SNY_13156_ALPHA_A4_BRO SIZE: 210mm x 297mm C M Y K PANTONE 1655

# Welcome to α

It's a brand new name.
And it's a brand new spirit in photography.

α is about inspiration. It's about exploration and discovery. And it's about the power of imagination.

Whether you're serious about taking better pictures – or just serious about having fun with photography – α takes you to the next level.

Conceived and created by Sony, α is a synthesis of the most advanced digital technology, precision optics and innovative design. The result? A new family of Digital SLR cameras, lenses and accessories that's quite simply like no other.

The way we see it, if you have a camera and you take photographs, you're already a photographer. With α we just want you to be an even better one.


## α 100 Features

### Super SteadyShot inside camera body reduces camera shake with all lenses.

The α100 features an innovative image stabilisation system that shifts the CCD sensor to compensate for camera shake to deliver crisp, blur-free images with all compatible α system lenses.

### 10 Megapixel CCD and BIONZ image processing engine produce superb quality images.

The combination of a newly-developed 10.2 effective Megapixel CCD sensor and BIONZ image processing engine ensures extremely detailed, lifelike high resolution images right up to A3 print size.

### 2.5" 230K pixel Clear Photo LCD Plus screen displays beautiful, high-resolution pictures.

The large 2.5" (230,000 pixel) Clear Photo LCD Plus screen displays shots with stunning authenticity and detailing. The anti-reflection coating and Clear Processing assure beautiful images that are easy to view… even outdoors or in bright ambient lighting conditions.

### Wide line-up of interchangeable lenses.

There's an extensive choice of high-quality lenses – from ultra wide angle to super telephoto – to get the very best out of the extraordinary imaging capabilities of the α100. The full range includes Carl Zeiss and Sony G lenses that have been designed to deliver the ultimate in imaging performance with outstanding clarity, geometric accuracy and colour reproduction.

### High-speed response with built-in Eye-Start AF feature ensure stress-free shooting.

The powerful BIONZ image processing engine allows you to capture high-quality images quickly, allowing high-speed continuous shooting at up to three frames per second in JPEG fine mode – limited only by your memory card's capacity. In addition, the camera's innovative Eye-Start AF system brings images into crisp, clear focus the moment you lift the viewfinder to your eye.

### CCD sensor coating and anti-dust vibration system for clear, dust-free images.

The α100 represents a significant advance in addressing the challenge of keeping the inside of the camera body dust-free when lenses are interchanged. Combined with an anti-static coating on the CCD sensor, the anti-dust vibration system dislodges dust particles from the sensor when the camera is turned off.

### Up to 750 shots from a single battery charge.

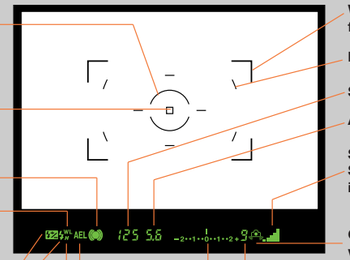
The high capacity rechargeable lithium ion battery allows you to focus on shooting without worrying about running low on power. Coupled with the camera's highly energy-efficient design, a single charge of the battery allows up to 750 shots (CIPA measurement).

# Controls and main functions

**Viewfinder information display**

Verify shooting information with the camera held to your eye.

The wide Autofocus area covers the scene with nine separate local focus points, allowing you to achieve a wide range of different compositional effects. You can also select a single focus area if preferred.





**Viewfinder**


**Menu button**

Press this button to display the Menu screen on the LCD monitor. From the Menu screen, you can select various menus such as the Shooting or Replay menus.

**Display button**

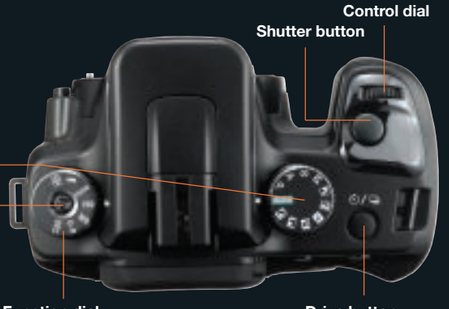
Changes display mode

**Delete button**

To delete an image, press this button and confirm with + key.

**Replay button**

When you press the Replay button, the photo that you have shot is displayed on the LCD screen. You can select other images by using the + key or the Control dial.




**Mode dial** see page 16

Enables one-touch setting of shooting modes. Turn dial to select desired shooting mode.


**Lens attachment mark**

When attaching a lens, align the attachment mark on the lens with this mark and turn the lens clockwise.

**Lens release button**

Remove the lens by holding down the button and turning the lens anticlockwise.

**CCD** see page 8

10.2 Megapixel CCD sensor with RGB primary colour filter. Anti-static sensor coating reduces build-up of dust particles in conjunction with CCD vibration feature when camera is switched off.

**Eye sensor** see page 13

Infra-red sensor detects when the camera has been placed to the photographer's eye to look through the viewfinder. Looking through the viewfinder activates the Eye-Start AF system that instantaneously brings subjects into clear focus.

**Super SteadyShot switch** see page 6

Activates Super SteadyShot image stabiliser system inside camera body to reduce camera shake during handheld shooting.

**Built-in flash**

Integrated flash unit (GN 12 @ ISO 100, m) moves up and down manually.

**CF card cover** see page 20

The α100 accepts Compact Flash Type I and II (including MicroDrive) media. With the supplied adaptor it can also be used with Memory Stick Duo / Memory Stick PRO Duo media.

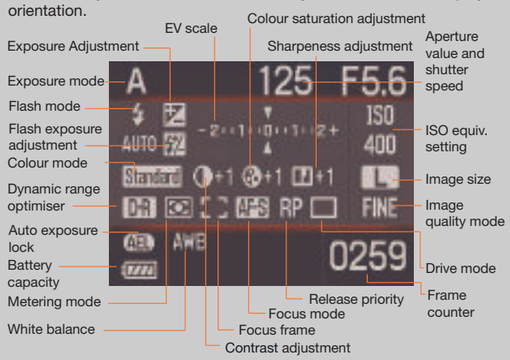
**LCD monitor** see page 14

Photos and shooting information are displayed in the 2.5-inch (230,000-dot) high-resolution LCD screen featuring Clear Photo LCD Plus technology. Choice of Navigation Display modes makes optimum use of large information screen that flips automatically to vertical orientation when camera is rotated.

**LCD screen provides shooting information**

**Easy-to-view navigation display.**

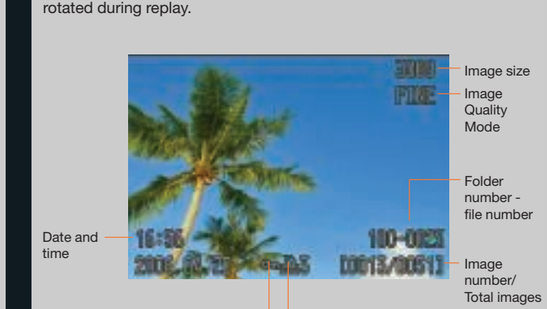
Navigation Display shows camera settings. Switch between detailed display and zoom screens by pressing Display button. If the camera is held vertically, the screen will automatically switch to vertical display orientation.




**LCD screen**

**Clear Photo LCD Plus technology for accurate reviewing.**

Switch between Single Frame replay and Index screens during playback by pressing the Display button. A histogram can be viewed during single frame replay. Single Frame images can be enlarged or rotated during replay.



# Beautiful, sharp photos with no blurring

## Super SteadyShot inside camera body reduces effects of camera shake

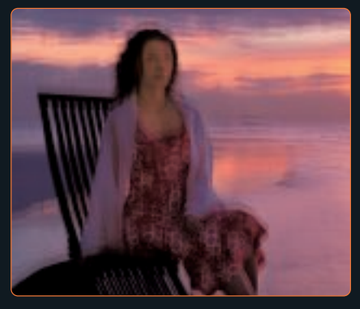
Photo data / 50mm F1.4 / Handheld at 1/8sec. F2, ISO 100 White balance: Sunlight, Anti-Shake: ON

The seated subject is depicted clearly with no blur. The 1/8 sec. slow shutter speed captures the movement of the waves.

- ✔ Super SteadyShot inside camera body prevents blur by compensating for camera shake
- ✔ Image stabilisation system operates with all α system lenses
- ✔ Compensation equivalent to 2-3.5 steps in shutter speed

**Operating Tip**

Turn on Super SteadyShot using the switch on the back of the camera body.

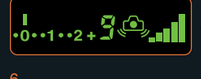


Anti-Shake switch on back of camera. Without Anti-Shake the whole screen is blurred due to camera shake and the photo is ruined.

Super SteadyShot detects camera shake and shifts the position of the CCD sensor to compensate for movement of the camera body, thus reducing image blur.

**Indicator and warning icon in the viewfinder provides immediate indication of camera shake status.**

Amount of camera shake is measured on a scale of 1 to 5 indicator bars. Warning icon also illuminates whenever the danger of camera shake is high.



High danger of camera shake

Small camera shake

## Combats camera shake for sharper handheld shots every time

Camera shake is one of the most common reasons for spoiled pictures – and it's particularly noticeable with large prints. To reduce the number of unnecessarily spoiled photos, the α100 features Super SteadyShot – a sophisticated image stabilisation system that's built into the camera body itself. Instead of depending on an anti-shake mechanism within each lens, Super SteadyShot operates by compensating for small movements of the CCD image sensor itself. This means that it works with all compatible Sony α system lenses – and without the need for expensive specialist optics that include built-in image stabilisation.

The actual compensation effect depends on the selected lens and shooting conditions, but typically it's equivalent to between 2 and 3.5 steps in shutter speed. As well as reducing the blur caused by camera shake, Super SteadyShot also permits handheld shooting in situations that would normally require a tripod or flash. An indicator in the bottom right hand corner of the viewfinder also provides real time indication of the amount of camera shake.



### Effective with all α system lenses

Since it's built into the camera body itself, Super SteadyShot compensates for camera shake with all interchangeable α system lenses. The result? Shoot with greater confidence using all compatible optics including zooms, telephotos, macros and wide-angles.

75-300mm F4.5-5.6

Enjoy sharp, blur-free photos… even with a telephoto or zoom lens at high magnification.

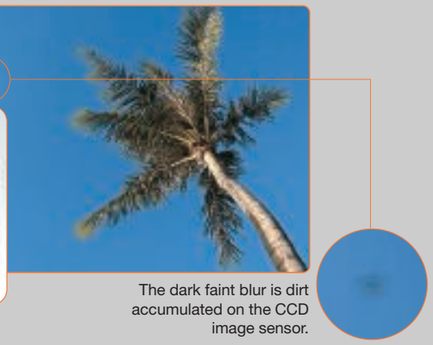
50mm F2.8 Macro

Super SteadyShot allows handheld macro shooting with a reduced risk of camera shake.

### Anti-dust system for flawless photos

Banish spotting, speckling and imperfections that can ruin even the best shots when dust enters the camera body as you're changing lenses. The α100 features an advanced anti-dust system to minimise the effects of dust particles entering the camera body when lenses are exchanged. The CCD sensor's anti-static coating acts as a barrier to dust, while a CCD vibration function briefly shakes the sensor every time the α100 is powered off to dislodge dust particles. There's also a selectable menu function that vibrates the sensor more strongly.

The α100 combats the effects of dust entering the camera body when lenses are exchanged.



The dark faint blur is dirt accumulated on the CCD image sensor.

### TECHNICAL POINT

## Super SteadyShot allows shutter speeds 2–3.5 steps slower than normal

The fraction 'one over focal length' offers a useful calculation of the minimum shutter speed (in seconds) at which sharp images can be obtained by handheld shooting. Unlike 35mm cameras, the actual shooting angle of the α100 is equivalent to the shooting angle of 1.5 times of the focal length indicated on the lens. For example, a lens with a focal length of 50mm would have an equivalent focal length of 75mm, meaning that a minimum shutter speed of approx. 1/80 sec. would be required for sharp images. Since Super SteadyShot provides compensation equivalent to 2 – 3.5 steps in shutter speed, compensation of 2 steps from 1/80 sec. would allow sharp images to be taken at 1/20 sec., while 3 steps would allow a minimum speed of only 1/10 sec.


Shooting with a 50mm F2.8 macro lens (35mm equivalent of 75mm)

Rough estimate for lowest speed possible without camera shake at 50mm focal length (75mm equivalent with α100) is around 1/80 sec.

# High resolution image quality

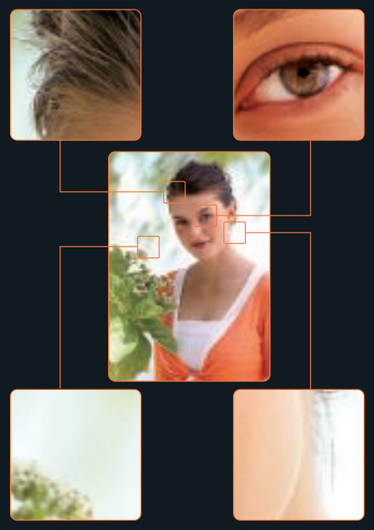
## 10.2 Megapixel CCD sensor reveals highest levels of detail

**Resolution down to the breadth of a single hair**

Discern clearly every strand of hair, even in cases such as all brown hair with no other colours for contrast.

**Sharp representation of the eyes**

Crisply portrayed eyelashes bring out impact and texture in deep eyes.

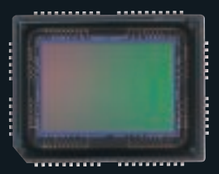


**Natural, blurred backgrounds**

The APS-C size wide area CCD blurs backgrounds to create a melting beauty that brings out the character of the subject.

**Smooth skin expression**

The softness and freshness of the skin is always captured thanks to resolution that can almost make out individual pores.



10.2 effective Megapixel CCD sensor

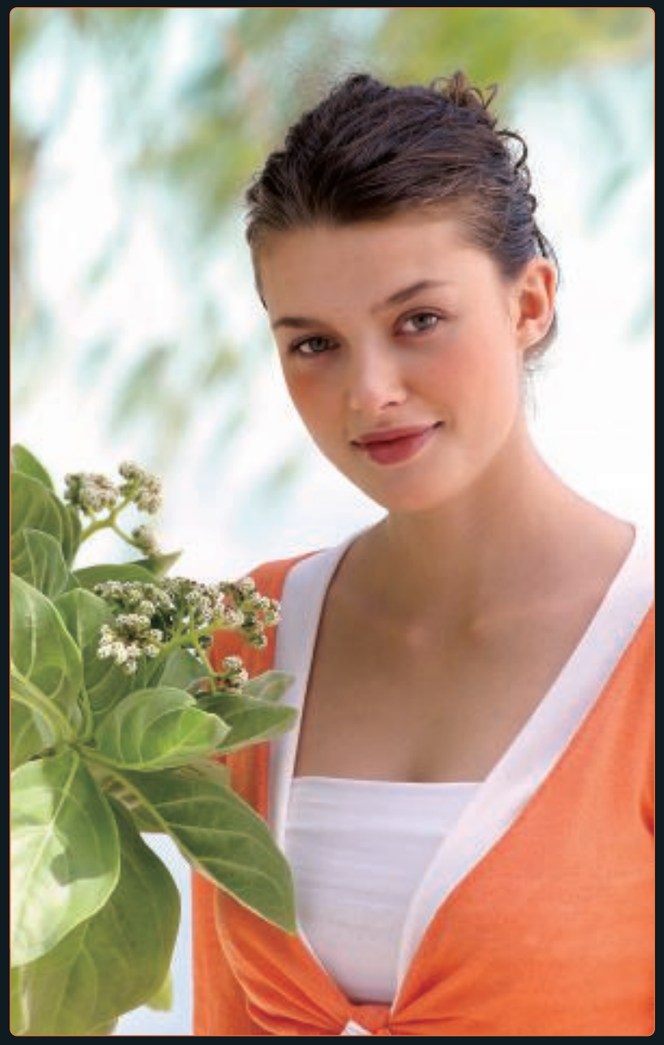


Photo data / 70-200mm, F2.8 G / 1/200sec. F5.6 ISO 100, Manual white balance

Sharp eyes, soft skin texture, and resolution down to a single hair are captured with the realism that can only be achieved by a large number of pixels and wide area CCD.

- ✔ 10.2 Megapixel effective resolution for crisp, clear results even at large print sizes
- ✔ APS-C size sensor offers low noise and wide dynamic range
- ✔ The perfect match for Sony α system lenses and BIONZ image processor

More pixels mean more detail. With an outstanding resolution of 10.2 million effective pixels, the Sony-developed CCD sensor inside the α100 offers high sensitivity and exceptionally low noise performance for stunning prints… even when they're blown up to A3 size.

The combination of large (APS-C size) CCD sensor, RGB primary colour filter and BIONZ image processor assures breathtakingly crisp, High Definition images with superlative detailing, a wide tonal range and the subtlest colour gradations.

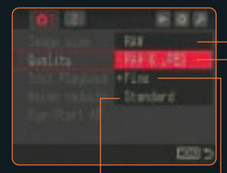


## Four image quality modes

- ✔ Two commonly used types of JPEG formats (fine and standard)
- ✔ Two RAW format modes for highest image quality (RAW and RAW+JPEG)

**Operating tips**

Call up 'Shooting Menu 1' using the menu button on the rear of the camera and set using the + key.



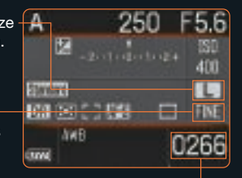

**RAW**
Without image compression (processing using the included software is required)

**RAW + JPEG**
Records two images simultaneously

**Standard**
JPEG format (high compression ratio = standard image quality)

**Fine**
JPEG format (low compression ratio = high image quality)

The α100 offers four image quality modes and three image sizes. Choosing the right mode and image size is all about finding the right balance between quality and capacity to suit your needs. For a higher image quality the required storage for each image increases, so the camera's removable media will store fewer photographs for a specific capacity. Smaller image sizes are generally ideal for the web or e-mailing pictures – and here the JPEG compression format can be perfect to keep file sizes down while maintaining good image quality. When you need to retain the highest possible image quality however, the RAW format records the image signal exactly as it's been captured by the CCD to create 'digital negatives'. Since the RAW data is uncompressed, there's none of the compression artefacts commonly associated with JPEG images. RAW files also provide the opportunity to process the image further with minimum degradation.



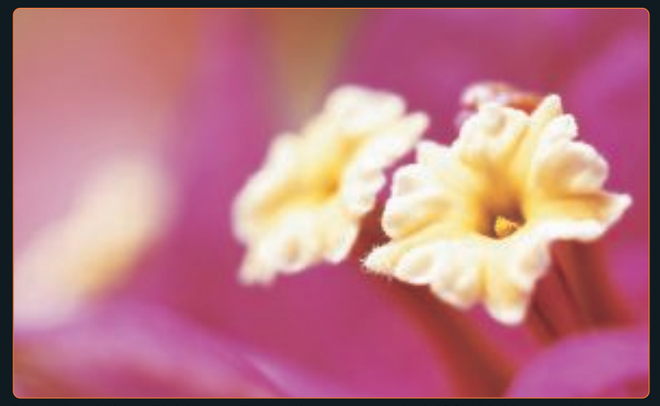



Photo data / 50mm F2.8 Macro, F4 Auto (+1 compensation), ISO 100, Manual white balance, RAW+JPEG

**Relationship between number of images that can be stored, dependent on quality mode/compression ratio/image size**

| Image quality mode | Compression ratio | | Number of possible photographs remaining | | |
|---|---|---|---|---|---|
| | | | L approx. 10.2 megapixels | M approx. 5.6 megapixels | S approx. 2.5 megapixels |
| RAW | No compression | CF | Approx. 32 | — | — |
| RAW+JPEG | — | CF | Approx. 25 | — | — |
| Fine (JPEG format) | Standard compression (High image quality) | CF | Approx. 120 | Approx. 208 | Approx. 433 |
| Standard (JPEG format) | High compression (Standard image quality) | CF | Approx. 188 | Approx. 319 | Approx. 630 |

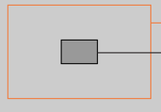
The number of possible photographs remaining is the standard calculated value when using a 512Mb CF card. The number of photographs that can be stored depends on the camera settings and subject.

**TECHNICAL POINT Verify shooting information with the camera held to your eye.**

### Large image sensor provides greater control over image blur for greater creative expression

A major creative advantage offered by digital SLR photography is the ability to control the 'blurring' of out-of-focus areas in an image – such as the foreground or background. Blurring of other parts of the image can make the subject stand out even more, providing a more three-dimensional feel. The large image sensor inside the α100 makes it possible to exercise greater control over blurring using wide aperture settings for a wide range of creative effects.

Comparison of the CCD image sensor size (approximately full size)




α100

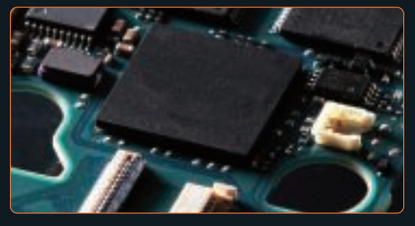
Compact camera

The blurring of out-of-focus areas is the greatest when aperture is open (small 'f' value). These photographs were taken using the α100 and a compact digital camera with an open aperture. Because the background of the α100 image is blurred very gently, the in-focus section stands out more effectively.

# Naturally beautiful

## BIONZ image processing engine ensures vivid, beautifully reproduced colours

**Photo data/ DT 18~70mm, F3.5-5.6, F11 auto, ISO 100, White balance: Daylight, Vivid image finishing**
Raw data from the 10.2 Megapixel CCD sensor is processed by the BIONZ engine to create the highest quality image



- ✔ Clearer images with reduced noise
- ✔ Accurate reproduction of rich tones
- ✔ Realistic textures and vivid colours

The complete Sony α100 system represents a harmonious, perfectly balanced blend of α lens, 10.2 Megapixel CCD sensor and BIONZ image processing engine.

It's the job of any digital camera to retain every nuance of detail entering the lens that's captured by the sensor... and translate it faithfully into stunning pictures. The BIONZ image processing engine inside the α100 ensures that what's falling on the camera's 10 Megapixel CCD sensor accurately represents the full beauty of every moment without compromise.

You can think of the newly-developed BIONZ processor as the camera's brain that uses a powerful image processing algorithm to reduce sensor noise without lowering resolution. Tones are reproduced accurately with vivid colouration and excellent sharpness, creating images with astonishing natural beauty and depth.

**From retina to brain:**

### BIONZ image engine processes signals from the camera's CCD 'eye'

Exposure (CCD image sensor)

↓

A/D conversion

↓

BIONZ

Electronic developing process

↓

Data compression

↓

Temporary memory (Buffer memory)

↓

Data recording (Memory card)

Light entering the lens of the α100 falls on the CCD sensor the instant the shutter opens, where it's transformed into an analogue electrical signal. This signal is converted with high precision into 12-bit digital data through the A/D converter before being sent to the BIONZ image processing engine. The newly-developed BIONZ image engine is a dedicated processor using a specially developed algorithm that performs noise reduction, sharpness processing, dynamic range optimisation, colour matrixing and white balance adjustment before digital data is compressed, encoded and stored to memory. The result? Faithful reproduction of vivid, natural colours with rich tonal graduations and the sharpest detail.

**Beautifully exposed, natural results even in difficult, high-contrast lighting conditions**

## Great-looking against-the-sun shots with Dynamic Range Optimiser

- ✔ Automatic analysis and optimisation of 'difficult' scenes shot against the sun or with strong contrast
- ✔ Balanced reproduction of areas of sky and shade in same image
- ✔ Exposure and tone control prevents shadow and highlight detail loss

**Dynamic Range Optimiser** OFF

If the Dynamic Range Optimiser is switched off, the face of the subject will appear dark in photographs taken directly against the sun. Switching it off is appropriate if the intention is to take a photograph with a silhouette.

The Dynamic Range Optimiser inside the α100 ensures evenly-balanced reproduction of the brightest highlights and the deepest shadows... even when you're shooting high-contrast scenes or against the sun. High-contrast or strongly backlit scenes can lead to loss of highlight and shadow detail. While normal exposure compensation retrieves low-light detail at the expense of burnt out highlights, Dynamic Range Optimiser assures perfectly exposed pictures by automatically adjusting gamma curve and colour balance settings. In Standard Mode brightness and contrast levels for the whole image are automatically corrected in real time. Advanced Mode offers a higher degree of compensation by analysing and adjusting tone and colour reproduction for each area of the image separately – a process that only takes around 0.5 seconds to achieve.

**Dynamic Range Optimiser** Standard

With the default Standard setting, the contrast and exposure of the complete image are automatically adjusted and the subject's expression is easier to see compared to the OFF setting.

**Dynamic Range Optimiser** Advance

If set to Advance, a higher degree of compensation occurs. The photograph balances with high precision the strength of the colour of the background sky, the brightness of the subject's face and the green of vegetation.

**Image finishing feature**

### Eight image finishing options allow image settings to be adjusted according to your personal preference.

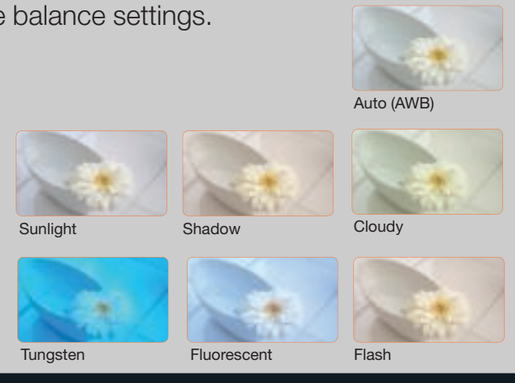
1) **Standard**
2) **Vivid**
3) **Portrait**
4) **Landscape**
5) **Evening Scene**
6) **Night Scene**
7) **Monochrome**
8) **Adobe RGB**

Fine-tune your image or create powerful, dramatic effects with eight image finishing modes that select optimum white balance, contrast, colour saturation and sharpness to suit any scene. Whether you're looking for an ultra-sharp look or highly saturated colours, it's easy to choose the right image finishing mode to match the vision that's inside your head. You can also adjust individual parameters to suit your personal preference.

**TECHNICAL POINT**

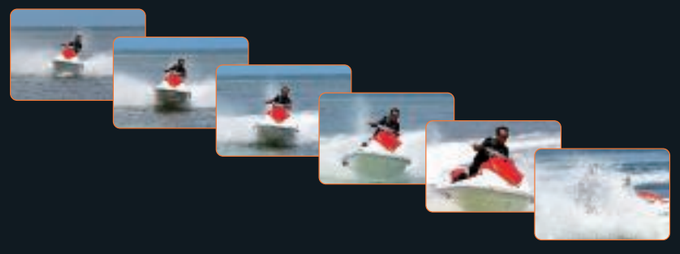
## Show your true colours with choice of white balance settings.

A choice of white balance setting modes ensures natural-looking results under virtually any lighting conditions… or use it as a creative tool to enhance or suggest a mood. Get the balance right with a choice of six preset white balance modes – sunlight, shadow, cloudy, tungsten, fluorescent and flash. There's an auto (AWB) mode approximating the human eye that ensures dependable, fuss-free results with any scene under a wide range of lighting conditions. You can also customise your own white balance settings – and if you're not sure which WB setting is going to achieve the best results, white balance bracketing captures the same scene with three different WB settings, allowing you to select the best-looking result. Fine tuning an image's colour balance can turn a great picture into something really special. Manual colour temperature adjustment features 19-step magenta/green compensation to emulate the effect of professional colour correction filters.



# Quick response

## Responsive autofocus and high speed Eye-Start system

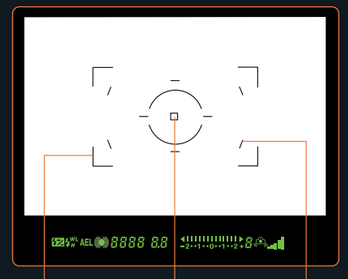


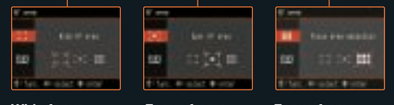
- ✔ High speed continuous advance shooting at up to three frames per second
- ✔ Capture fast-moving subjects with wide focus frame AF system

The α100 features a high speed autofocus (AF) with all compatible α system lenses. Continuous advance shooting allows you to shoot without interruption at up to three frames per second until the memory card is full* – even in full-resolution JPEG fine mode – so you can keep on shooting to your heart's content.

In 'Wide focus area' mode, the α100 automatically selects optimum sections from the nine individual focus points displayed in the viewfinder, making it easier to capture moving subjects.

Predictive focus control dynamically predicts precise focus for moving subjects at the moment the shutter is released. This makes the α100 the perfect choice for sports and action photography. You can also focus on the centre of the frame only or select manually from one of nine focus points.





**Wide focus area mode**

Automatically selects the optimum from the nine focus frames.

**Focus frame 'Fixed to centre'**

Autofocusing is always performed using only the centre of the focus frame.

**Focus frame 'Local'**

Easily selected with the + key and Spot AF button.

**Operating Tips**

Set the function dial on the top of the camera to 'FOCUS', call up using the centre Fn button, and set with the + key.

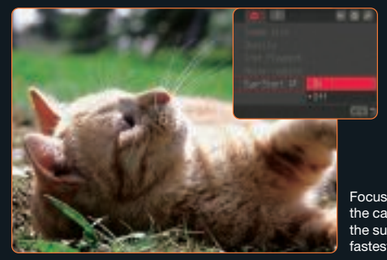
*Dependent on removable media capacity and performance. Unlimited continuous advance shooting can only be achieved in JPEG Fine or Standard quality mode and is not possible with Memory Stick Duo and Memory Stick PRO Duo media.



Infra-red sensor positioned below the eyepiece detects when the photographer looks through the viewfinder. The LCD screen is switched off, and autofocus is activated automatically.

Responding quickly to great picture opportunities depends on more than autofocus speed and continuous shooting performance alone. The α100 is also equipped with the unique Eye-Start system that ensures focusing is complete by the time the shutter button has been released. The camera's infra-red sensor detects when you look through the viewfinder, automatically activating autofocus. Coupled with a super-fast response time of 0.9 seconds from power-on, the α100 is always ready for action.

## Grab the moment with quick-response Eye-Start system



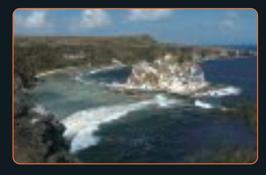
Eye-Start AF can also be deactivated via the navigation menu. Whether you opt to use it is up to your own personal preferences and the demands of each photographic assignment.

Focusing is completed when the camera's lens is aimed at the subject – assuring the fastest possible response.

## Four focus modes for complete control

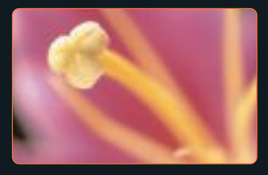

Fast, positive focusing is easy with four modes to suit any scene and your creative preferences. AF-S (Single AF) mode keeps focus fixed at the point where it's been brought into focus. AF-C (Continuous AF) mode is ideal for keeping a moving subject in continuous focus. AF-A mode selects automatically between two modes by assessing the scene. A DMF (Direct Manual Focus) mode can also be selected, allowing you to focus manually after AF is complete for fine-tuning any scene to perfection.

**AF-S**
Single-shot AF



This mode is ideal for taking photographs of scenery or still-life where the subject is stationary. After focusing with AF, focus stays fixed at that position. To focus again, press the shutter button halfway down once more.

**DMF**
Direct Manual Focus adjustment after AF



As with AF-S, AF operation stops when focusing is complete. In this mode sharpness can be 'retouched' by manually rotating the focus ring. Convenient if you want to make final delicate focusing adjustments – for example in macro photography.

**AF-A**
Automatic selection of AF-C or AF-S

Is the subject still or moving? This mode automatically analyses the scene and selects either AF-C or AF-S. This gives the convenience of not having to worry about switching AF modes when taking pictures of children, pets or general snapshots.

**AF-C**
Continuous Autofocus

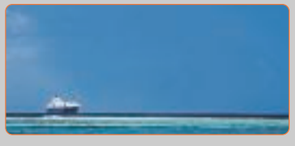
This mode is suitable for sports photography and other moving subjects. By pressing the shutter button halfway down, the subject can be continuously followed and kept in focus. Dynamic prediction control is also active in this mode.

**TECHNICAL POINT**

### Lock on to accurate focusing with those hard-to-capture subjects.

**1) First, focus lock on the ship.**

AF cannot focus easily on subjects with no contrast, like a blue sky. First, position the ship in the centre of the viewfinder and lock focus in AF-S mode by pressing the shutter button halfway down.



**2) Modify the composition and press shutter button fully.**

By keeping the button pressed halfway down, the focus will not change even if you move the camera to re-frame the composition. Press the shutter button fully to take the picture when the composition is just as you want.

**Operating Tip**

**Halfway and fully pressing the shutter button**

'Halfway' means lightly touching the shutter button to activate the camera. 'Fully' means pressing the button all the way in one movement to operate the shutter.

White walls and bright blue, cloudless skies can be tricky subjects for any SLR camera autofocus system. Alternatively, the subject you're focusing might be off at one extremity of the scene and not covered by the focus frame. These are times when Focus Lock can be useful, allowing you to 'freeze' focus on a particular point before composing your picture.

# Large, easy-to-use screen

## Large 2.5-inch (230,000 pixels) Clear Photo LCD Plus screen

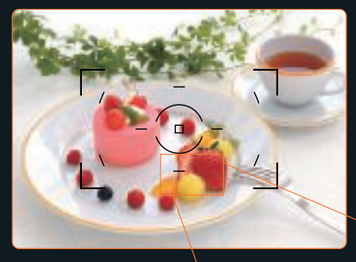
- ✔ Large 2.5-inch 230,000 pixel LCD screen
- ✔ Crisp, clear image display even in bright outdoor conditions thanks to AR coating and Clear Processing
- ✔ One-touch zoom into centre of focus area


**2.5-inch 230,000 pixel Clear Photo LCD Plus Screen**

Size, image resolution and comfortable viewing are prerequisites for the screen of any digital SLR camera, allowing you to critically assess the composition, quality and focus of every shot. Here the large, easy-to-view 2.5-inch screen of the α100 helps you see the big picture in even more detail. A high 230,000 pixel resolution is teamed with Clear Photo LCD Plus technology to reproduce subtle tones accurately. The screen's Anti-Reflective Coating is a glare-reducing layer that assures a wide viewing angle, even in daylight. It's teamed with Clear Processing technology that reproduces colours more vividly. The screen's superb resolution also makes it easy to zoom in, judge picture sharpness and review the finest image details with greater clarity.

## Multi-function display

**1. One-touch zoom into centre of focus area.**



Zoom range for replay

| Image size | Zoom Range |
|---|---|
| L: 10M | Approx. 1.1 to 12x |
| M: 5.6M | Approx. 1.1 to 9x |
| S: 2.5M | Approx. 1.1 to 9x |

If a picture is taken with a selected local focus frame, pressing the Zoom button during instantaneous replay magnifies the image with the focus area which was used at the centre, allowing you to check focus accurately.

**2. Search for the image you need with 16-frame Index Display.**


Useful when you want to find an image quickly, Index Display shows multiple images when the Change View button is pressed during replay. You can also select between 4, 9, or 16 thumbnail images displayed simultaneously on screen.

**3. Explore folder contents quickly with Tab Browse**


Tab Browse allows you to review the contents of individual storage folders. For example, if you've taken a large number of pictures while on holiday, it's easy to track down pictures taken on a certain date if they've been classified into folders according to the date they were taken.



# Navigation Display

## Information at a glance


**Zoom Screen**
Text is large and easy to read.



**Horizontal format detailed display screen**
(Standard display).

**Vertical format detailed display screen**
The screen switches to vertical display automatically.


A glance at the Navigation Display screen is all that's needed to confirm camera settings and shooting information in large, easy-to-read text. Concentrate on important information in zoom display mode; the display also automatically flips into vertical orientation if the camera is turned on its side to take a portrait picture. When the Eye-Start Sensor detects that you're looking through the viewfinder, the LCD screen automatically switches off to prevent light from the screen distracting you whilst framing a picture, also saving battery power.

**TECHNICAL POINT**

## Histogram, Highlights and Shadow Alert

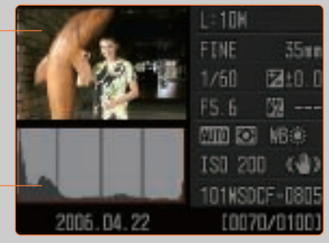
The histogram shows the distribution of brightness in a graph on the camera's display screen. The horizontal axis shows the brightness reproducible with the digital camera (tone), and the vertical axis shows the amount of brightness. The far left side of the horizontal axis shows the darkest part (shadow) that can be reproduced, while the far right side shows the brightest part (highlight). A histogram that's shifted to the right side is an indication of many light areas in the image. If it's shifted to the left, the histogram indicates more dark areas in the scene.

An over-exposed picture will be represented by large areas of blank space displayed on the left side of the histogram. Conversely, with an under-exposed image there will be blank space at the right side of the histogram.

In addition, areas of the image that are outside dynamic range – either under or over exposed – will blink to provide a warning in the main image display.

**Highlights and Shadow Alert**
Highlighting is occurring on the bright parts of the shirt, and shadowing in the dark part at the upper right side of the screen. Out of range sections are displayed flashing on the screen to warn of highlighting and shadowing.

**Histogram**
The areas to take notice of are the edges. If either side is blank, the exposure may not be correct due to over or under exposure.



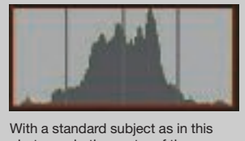

Both the image and data are displayed simultaneously. But because there is no data text over the image, it is possible to view the histogram and entire image at the same time, which is a very effective way to decide the exposure.

**Operating Tip**

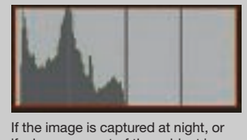
When a single frame is being replayed, simply press the up side of the +key to display the histogram, and the up side again to return to the single frame replay.

**How to read the histogram**

If the subject is generally white and bright, the histogram shifts to the right side, and the graph is far larger on the right edge.



With a standard subject as in this photograph, the centre of the histogram is higher than the edges, and the left and right sides are about equal.



If the image is captured at night, or if a large amount of the subject is dark, the histogram shifts to the left side, and the graph is far larger on the left edge.

# Easy to use

## Capture exactly the scene you want with a choice of exposure modes and bright, clear optical viewfinder

- ✔ Fuss-free, fully automatic photography by selecting AUTO mode
- ✔ Six Scene modes to suit your chosen subject
- ✔ Optimised AF, exposure, and image finishing settings to suit any scene

The α100: it's automatically the best choice, whether you're an experienced photographer or just having fun. Twist the mode dial to select the Shooting Mode that suits you best. Six Scene modes automatically select focus and exposure values plus image finishing settings – like colour saturation and contrast – providing the perfect match for any subject.

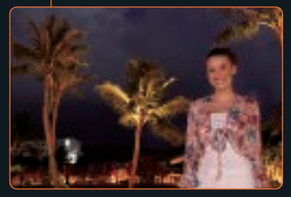

**AUTO Mode**

Completely automatic – leaves everything up to the camera.

**Portrait Mode**

Capture images with the person clearly standing out in front of the blurred background.

Telephoto zoom or telephoto lenses are highly effective for this type of photography.



**Night Portrait Night Mode**

With the flash on, foreground subjects and the night background are both captured clearly. The use of a tripod is recommended for night photography.



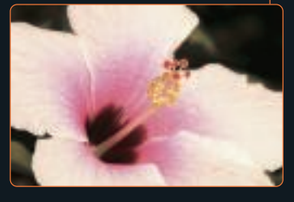
**Landscape Mode**

A great choice for wide-open landscapes that emphasises the sky's blue colouration and the freshness of green grass.



**Evening Mode**

Similar to Scenery Mode, but emphasises the red of a dusky sky.



**Macro Mode**

Ideal for capturing small subjects like flowers and insects when using a macro lens. Focus and aperture are controlled for beautiful background blurring that emphasises the close-up subject.

**Sports mode**

Freeze the action: Continuous AF follows the movement of the subject and drive mode switches to Continuous shooting.

**Lithium ion battery enables up to 750 shots from a single charge**

It's a hassle remembering to pack a spare battery when you're heading off on a long trip or planning to take lots of pictures. The α100 keeps going for longer thanks to its ultra-low energy consumption design and high performance Lithium ion battery pack. Enjoy up to 750 shots from a single battery charge (CIPA measurement, 50% usage of built-in flash) without worrying about running out of power. Battery level is displayed as five indicator bars on the LCD screen.





## Newly developed 40-segment honeycomb pattern metering sensor and three metering modes for surer, more accurate auto exposure

**40-segment honeycomb pattern metering**

Photometric data obtained from all 40 areas is analysed to obtain the optimum exposure value. This achieves high accuracy with a fast response in low and high brightness scenes alike. This also makes it possible to differentiate the subject from background, with precise exposure for the subject that takes into account background exposure.

There's a choice of three metering modes to help you pinpoint the perfect exposure settings with any subject and under all lighting conditions. Ideal for general shooting, multi-segment metering mimics the behaviour of the human eye, assessing light levels from each of 40 individual exposure areas. Centre-weighted metering accurately measures light values at the centre of the frame plus surrounding areas, while spot mode only measures light right in the central of the frame.

**Centre-weighted metering**

Measures light values at the centre of the screen and adjacent areas.

**Spot metering**

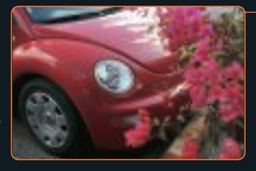
Light is only measured in the central 'spot' area for accurate exposure calculation, even in difficult lighting conditions.

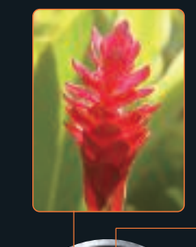
## Four creative Exposure Modes.

Four shooting modes make it easier to select exactly the right combination of shutter speed and aperture for perfectly-exposed results with any scene without compromising your creativity.

**Programme mode:**

Shutter speed and aperture are both determined automatically, leaving you to concentrate on capturing the perfect image without worrying about exposure settings. Perfect for snapshots and general day-to-day shooting. PA and PS shift modes are also available.

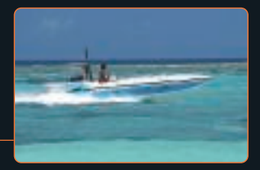







**Aperture Priority mode:**

Select preferred aperture to create exactly the required depth of field effect: the α100 adjusts shutter speed automatically.



**Shutter Priority mode:**

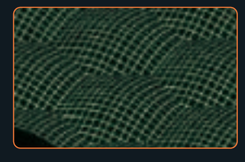
Want to freeze fast moving action or blur moving water to create an abstract effect? Select shutter speed to suit your subject and aperture is adjusted automatically.

**Manual mode:**

Select shutter speed and aperture for absolute control over manual exposure.

## Perfectly-focused results with spherical acute matte screen

Accurate framing and focusing depends directly on the quality of the optical viewfinder. The viewfinder of the α100 features Spherical Acute Matte screen technology that enhances image brightness for sure, accurate focusing. The viewfinder provides a 95% field of view with 0.83x magnification.



The viewfinder's bright spherical acute matte screen aids perfect focusing.

**TECHNICAL POINT**

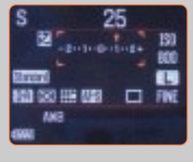
**Use Exposure Adjustment to fine-tune image brightness**

It's easy to adjust exposure settings that have been assessed automatically by the α100.

Press the Exposure Adjustment button and then turn the control dial to adjust exposure if you want the image to be brighter or darker.

**Operating tips**

Set by turning the control dial after pushing the Exposure Adjustment button once.




**Positive adjustment**

Use positive exposure adjustment for lighter images – ideal when you want to make white subjects look really white.

**Negative adjustment**

Use negative adjustment when you want a darker image.

# From wide-angles, macros and telephotos to zooms and teleconverters

## A wide range of interchangeable lenses to expand your creative possibilities

**Explore the full range of Sony α100 system lenses**

One of the most useful features of a D-SLR camera is the choice of interchangeable lenses. This means you can choose exactly the right lens to achieve superb results with any scene – from portraits and close-up macro photography to expansive landscapes.

There's a full range of α system lenses to help you get even more out of the α100, spanning ultra wide-angle, macro, fixed focal length, zoom, telephoto and reflex models plus two teleconverters. And remember: since Super SteadyShot is incorporated inside the camera body, you can benefit from superb anti-shake performance, whichever compatible lens you're using with the α100.

All Sony lenses offer superb imaging quality and geometric accuracy, with specially coated optical surfaces to reduce flare and ghosting, even with tricky into-the-sun shots. If you're looking for wide apertures and extra-high contrast imaging with reduced chromatic aberration and distortion, Sony G lenses offer premium optics and advanced design features to meet the needs of discerning photographers.

Whichever α system lens you choose, you can be assured of the highest quality optical performance and reliability… for exquisite results that perfectly realise your creative vision.

**Lenses by Carl Zeiss**

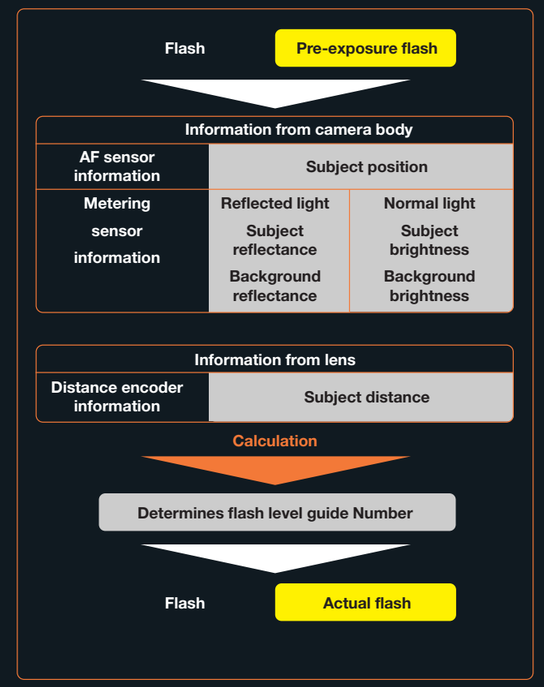
There's only one choice when there can be absolutely no compromise on performance or reliability. Drawing on 150 years of experience in producing optical instruments of the highest precision and quality, Carl Zeiss Planar, Sonnar and Vario-Sonnar lenses are designed and constructed to the most rigorous optical and mechanical standards. The result? Beautifully engineered lenses that capture the emotion and atmosphere of any moment with unparalleled quality and fidelity.


**Carl Zeiss lenses**

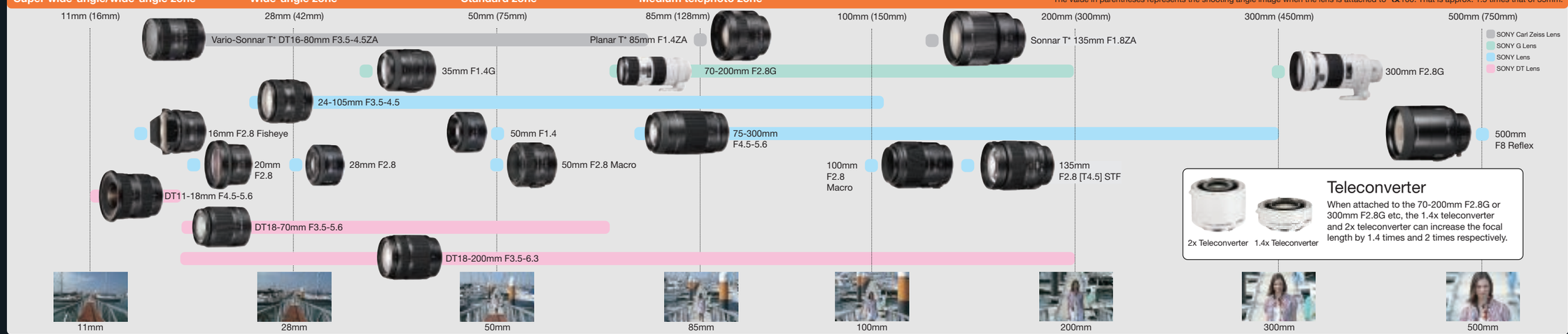
From left: DT16-80mm F3.5-4.5ZA, 135mm F1.8ZA, 85mm F1.4ZA.

**ADI metering for precise flash measurement**

Many Sony α100 system lenses support ADI (Advanced Distance Integration), incorporating a distance encoder that allows extremely precise through-the-lens calculation of subject distance. Combined with pre-flash metering and a sophisticated comparison algorithm, the α100 can ensure correct settings even with high, or low-reflectivity subjects. This means perfectly-exposed results, even with 'problem' subjects like night scenes, dark clothes, distant backgrounds or white walls that make conventional flash measurement tricky.




## α Interchangeable lens system



# Accessories that take your creativity to the next level

## Extend the possibilities of artistic expression

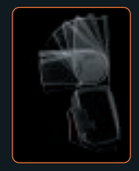
There's a range of compatible system flashes and lighting systems that's designed for perfect results every time – whether you're a novice or an experienced photographer. Two external flashes can be used on-body or sited off-camera for even more natural, professional-looking results. High-accuracy ADI metering technology* adjusts flash output power based on subject distance and reflectivity as well as aperture and ISO settings for perfect exposure every time. Wireless TTL flash mode makes it simpler than ever to remove unwanted shadows or create natural-looking fill-in lighting effects. Just add one or more off-camera flash guns for accurate, perfectly balanced results – with no cables or fiddly settings. If you are into macro photography there is also a choice of specialist lighting systems that has been created for the most demanding still life, nature or scientific close-ups.

* With ADI compatible lenses


HVL-F56AM


HVL-F36AM

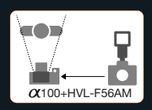
External flash units for general use are the high power HVL-F56AM (Guide No. 56, ISO 100) and HVL-F36AM (Guide No. 36, ISO 100). There's also a choice of ring light and twin macro flash systems for photographing close-up subjects.



The HVL-F56AM flash can be rotated up 90˚, down 10˚, left 180˚ and right 90˚, allowing you to bounce light in any direction.


**Shooting with external flash attached to camera**

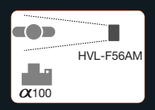
An external flash unit attached to the camera's hot shoe provides greater illumination than the camera's built-in flash.






**Shooting with off-camera flash**

Light from an external flash sited off-camera can remove unwanted shadows on the subject or create a feeling of additional depth.






## Easy wireless flash photography

External flash opens up a new world of creative lighting possibilities, allowing you to bounce light into places that your camera's built-in flash can't reach. Wireless TTL flash makes it even simpler to remove unwanted shadows or create natural-looking fill-in lighting effects with no cables and no fiddly settings. The α100 works it all out for you to assure beautifully-exposed results every time.

Multi flash cable FA-MC1AM

**Flash accessories**

There's a full range of flash accessories giving you total control over creating exactly the lighting effects you want. Connecting cables allow you to trigger up to three external flash units simultaneously – and remember with wireless flash there's no limit on the number of external flashes you can add. You can also reduce recharging time between flashes using an external power source (only for HVL-F56AM).

**Viewfinder accessories**

Low-angle and other awkward shooting positions become more comfortable with the handy angle finder. It's easier to scrutinise close-up, macro or telephoto shots with the powerful eyepiece magnifier that enlarges the centre section of the frame by 2.3x.

Angle Finder FDA-A1AM

Magnifier FDA-M1AM

**Memory Stick media**

You'll appreciate the choice of removable media options to store your pictures. Images can be recorded on Memory Stick PRO Duo or Memory Stick PRO Duo High Speed using the supplied Memory Stick CF adaptor. In addition, the CF slot accepts Type I or Type II (MicroDrive) removable media directly.

**Memory Stick PRO Duo (high speed)**

MSX-M1GN

MSX-M2GN

**Memory Stick PRO Duo**

MSX-M2GS

MSX-M4GS



## Simple image editing using supplied software applications

### Image Data Converter

**Easy RAW data processing**

Images captured in RAW mode using the α100 can be refined even further on your PC with a wide range of functions including tone curve and sharpness. Easy to use – even for beginners.

| Recommended system requirements | | |
|---|---|---|
| Computer | Windows | Macintosh |
| OS | Microsoft Windows 2000 / XP Home / XP Pro | Mac OS X v10.3-10.4 |
| CPU | Pentium III 1 GHz or faster | iMac , eMac, iBook, PowerBook, Power Mac G4/G5 series |
| Memory | 256MB or more (512MB or more recommended) | 256MB or more (512MB or more recommended) |
| Virtual memory | 700MB or more | |
| Display | 1024x768 dots or more, High Colour (16 bit colour) or higher | 1024x768 dot or more, 32,000 colours or more |

### Picture Motion Browser

**1. Simple storage and management of captured images. 2. Simple image printing and adjustment.**

Download images from the α100 to your computer to display, zoom, sort and manage them on-screen.

| Recommended system requirements | |
|---|---|
| Computer | Windows |
| OS | Microsoft Windows 2000 / ME / XP Home / XP Pro |
| CPU/Memory | Pentium III 500MHz or faster / 128MB or more RAM (Pentium III 800MHz or faster / 256MB or more RAM preferred) |
| Required software | Direct 9.0c or later |
| Hard disk space | Disk space required for installation: Approx. 200MB |
| Display | 800x600 resolution minimum, High colour (16 bit) or better |

(Picture Motion Browser is not compatible with Macintosh.)

**α Accessories**

**Macro Flash and Light**

HVL-MT24AM **Macro Twin Flash Kit**

HVL-RLAM **Ring Light**

**Flash**

HVL-F56AM **Flash**

HVL-F36AM **Flash**

FA-CS1AM **Off-camera Shoe for Flash**

FA-EC1AM **Extension Cable for Flash**

FA-MC1AM **Multi Flash Cable**

FA-CC1AM **Off-camera Cable for Flash**

FA-TC1AM **Triple Connector for Flash**

FA-EB1AM **External Battery Adaptor for Flash**
*HVL-F56AM only

**α Accessories**

**Remote Commander**

RM-S1AM **Remote Commander**

RM-L1AM **Remote Commander**

**Finder**

FDA-A1AM **Angle Finder**

FDA-M1AM **Magnifier**

**Eyepiece Correctors**

**Battery and Charger**

NP-FM55H **Rechargeable Battery Pack**

AC-VQ900AM **AC Adaptor/Charger**

**Case & Strap**

LCS-AMA **Soft Carrying Case**

LCS-AMSC30 **Soft Carrying Case**

LCL-60AM **Lens Case**

LCL-90AM **Lens Case**

LCL-140AM **Lens Case**

STP-SH1AM / STP-SS1AM **Shoulder Strap**

**Removable Memory and Storage Devices**

MSX-M2GN



MSX-M4GS

**Memory Stick PRO Duo**
MSXM2GNX MSXM2GSX MSXM256SX
MSXM1GNX MSXM1GSX
MSXM4GSX MSXM512SX



HDPS-M10 **Hard Disk Photo Storage Unit**

**Digital Photo Printer**



DPP-FP55 **Digital Photo Printer**

# Specifications

| | |
|---|---|
| **Camera Type** | |
| | Digital SLR camera with built-in flash and interchangeable lenses |
| **Lens Used** | |
| | Sony α lenses |
| **Image Capture** | |
| Sensor | 23.6 x 15.8mm (APS-C size) interlace scan CCD with primary colour filter |
| No. of pixels | Total: approx. 10.8 megapixels<br>Effective: approx. 10.2 megapixels |
| Aspect ratio | 3:2 |
| Dust reduction | Static-resistant anti-dust coating (incorporated in CCD-Shift mechanism) |
| Sensitivity | Auto, 100, 200, 400, 800, 1600 equivalent |
| **Recording** | |
| Recording media | Memory Stick Duo, Memory Stick PRO Duo (includes Memory Stick Duo adaptor for CompactFlash slot), CompactFlash (Type I & II), Microdrive |
| Format function | FAT 12, 16, 32 |
| A/D conversion | 12 bit |
| File format | JPEG, RAW, RAW+JPEG (DCF 2.0 compliant, DPOF 1.1 print functions supported, Exif 2.21 supported) |
| No. of recorded pixels | L: 3,872 x 2,592<br>M: 2,896 x 1,936<br>S: 1,920 x 1,280 |
| Color modes | sRGB, Adobe RGB |
| Image quality modes | Standard, Fine, RAW, RAW+JPEG |
| Noise reduction | Available at shutter speeds longer than 1 sec. |
| Delete functions | Single, multiple or all frames in a folder / memory card can be deleted. Folders can be deleted in the File Browser. |
| D-Range Optimiser | Advanced / Standard / Off (automatically off in M-Mode) |
| **White Balance** | |
| Settings | Automatic, Preset (Daylight, Shade, Cloudy, Tungsten light, Fluorescent light, Flash),colour temperature (2500 -9900K with 19-step Magenta / Green compensation), custom |
| **Super SteadyShot** | |
| System | CCD-shift mechanism |
| Display | Indicator inside viewfinder |
| Compensation | Approx. 2EV - 3.5EV decrease in shutter speed (varies according to conditions and lens used) |
| **Display** | |
| LCD monitor | 2.5-inch low temperature polysilicon TFT display (Clear Photo LCD Plus), 230,000 total pixels |
| Information display | Navigation display functions, enlarged text view, camera orientation adjustment |

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| Image display modes | Single image (image only, image + information, image + information + histogram), index (4 / 9 / 16 images), tabbed browsing |
| Other display functions | Enlarged view (maximum zoom: L size - 12x, M size - 9x, S size - 6x), overexposure / underexposure warning, slideshow, image orientation (automatic rotation mode on / off) |
| **AF System** | |
| Focus modes | Auto-focus / manual focus selectable (auto-focus modes: AF automatic selection, single shot AF, continuous AF, direct manual focus) |
| Main functions | Focus area selection (wide area / 9-point local frame selection / fixed centre spot focus), predictive focus for moving subjects, auto-tracking focus point, focus lock (by half pressing shutter button or via the spot AF button) |
| Eye-start AF | Selectable via main menu |
| Type | TTL phase-detection system |
| Sensor | CCD line sensors (9 points, 8 lines with centre cross-hair sensor) |
| Sensitivity range | EV1 - EV18, ISO 100 equivalent |
| AF illuminator | Activated via built-in flash in low-light / low-contrast situations, range: 1 - 5m |
| **AE System** | |
| Exposure modes | Program AE (Auto mode / P-Mode, with program shift), aperture-priority AE (A-Mode), shutter-priority AE (S-Mode), manual (M-Mode) |
| Scene selector | Portrait, landscape, macro, sports, evening, night, night portrait) |
| Metering type | Direct TTL metering (40-segment honeycomb-pattern metering, centre-weighted metering, spot metering) |
| Metering sensor | 40-segment honeycomb-pattern SPC |
| Metering range | EV1 - EV20 (EV4 - EV20 with spot metering), ISO 100 equivalent with F1.4 lens |
| Exposure compensation | +/- 2EV (1/3 EV increments) |
| AE lock | Automatically activated with AF lock, available with AE lock button |
| **Built-In Flash** | |
| Flash metering and control | ADI / Pre- flash TTL flash metering, manually activated |
| Effective area | 18mm lens coverage equivalent (same focal length) |
| Flash modes | Automatic, Fill flash, Red-eye reduction pre-flash, Rear Sync Flash, Wireless*, High-speed sync*, Slow sync (with AE lock on)<br>*Requires compatible external flash |
| Guide no. | GN 12 (in meters at ISO 100) |
| Flash compensation | +/- 2EV (1/3 EV increments) |
| Recycling time | Approx. 3 seconds |
| External flash (sold separately) | HVL-F56M, HVL-F36M,<br>Macro Twin Flash Kit HVL-MT24AM |

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| **Shutter** | |
| Type | Electronically-controlled, vertical-traverse, focal-plane shutter |
| Speed range | 1/4000 sec. - 30 sec., bulb |
| Flash sync speed | 1/160 sec. (1/120 sec.with Super SteadyShot on) |
| **Viewfinder** | |
| Type | Fixed eye-level |
| Pentaprism | Roof mirror type |
| Focusing screen | Spherical Acute Matte (no exchange screen) |
| Field of view | 95% |
| Magnification | 0.83x (with 50mm lens at infinity, -1m$^{-1}$) |
| Eye relief | Approx. 20mm from the eyepiece, 16mm from the eyepiece frame |
| Diopter control | -2.5 - 1.0m$^{-1}$ |
| Eyepiece cup | Removable |
| **Shooting** | |
| Exposure bracketing | Single or continuous shot (3 frames), 0.3EV / 0.7EV increments |
| White balance bracketing | 3 frames, 2-step increments |
| Continuous shooting rate | Up to 3 frames per second |
| Continuous shooting limit | JPEG: unlimited, RAW: 6 frames, RAW+JPEG: 3 frames |
| Self-timer | 10 sec., 2 sec. (with mirror up), LED and buzzer signals |
| Digital effect control modes | Adjustment functions: 8 modes (Standard, Vivid, Portrait, Landscape, Evening, Night / Night Portrait, Monochrome, Adobe RGB), contrast, saturation and sharpness settings (+/- 2 steps) are also possible |
| Other functions | After-view, depth-of-field preview, zone-matching |
| **Others** | |
| Audio alerts | Buzzer for self-timer and auto-focus |
| Printing output control | Exif Print, Print Image Matching III, PictBridge |
| **Power** | |
| Battery | NP-FM55H |
| Power display | 5 levels |
| External power source | AC adaptor - AC-VQ900AM |
| Battery performance | Approx. 750 frames recorded (CIPA measurement) |
| **Connectivity** | |
| PC interface | USB2.0 Hi-Speed (mass storage mode / PTP mode) |
| Compatible OS | Microsoft Windows Me / 2000 Professional / XP Home Edition / XP Professional, Macintosh Mac OS X (v.10.1.3 and later) |
| Video output | NTSC / PAL selectable |
| **Size** | |
| Dimensions (WxHxD) | Approx. 133.1 x 94.7 x 71.3mm (5.2" x 3.7" x 2.8") |
| Weight | Approx. 545g (not including battery or accessories) |
| **Operating Temperature** | |
| Range | 0° - 40° C |